

12th ANNUAL PUBLIC HEALTH DISTANCE LEARNING SUMMIT



September 22-24, 2004
Crowne Plaza Ravinia
4355 Ashford Dunwoody Rd
Atlanta, Georgia 30346



GOALS

To provide a forum through which public health Distance Learning Coordinators (DLCs):

- Acquire competency-based knowledge and skills
- Share best practices, new models, and lessons learned
- Energize the network of PHTN/DLC peers and partners
- Network with DLC peers - regionally, nationally, and globally

AUDIENCE

- Public health DLCs in academic, clinical, governmental, and non-governmental settings
- Public health training staff
- Other interested partners, e.g., ASTHO, NACCHO, ASPH, NLTN, CSTE, Academic and other Centers for PH Preparedness, etc.

SEPTEMBER 21
4:00-5:00 PM

Pre-Summit Session - If you've been a DLC for less than a year (or just want a refresher), maximize your Summit experience by registering to attend the ***New DLC Orientation***.

SEPTEMBER 22
8:30 AM-5:00 PM

- Opening Keynote Address - *Maximizing Distance Learning Instruction and Delivery: The Good, the Fast, and the Cheap*, Nancy Atkinson, PhD, MA and Robert Gold, PhD, Public Health Informatics Research Laboratory, University of Maryland
- Concurrent workshops based on DLC competencies:
 - Developing a Drills and Exercises Program: An Overview
 - PHTN Behind the Scenes ("hands on" tour of CDC/DPDE studios)
 - Looking Under the Hood: Selecting Quality eLearning Courseware
 - Program Evaluation
 - Distance Learning 101

SEPTEMBER 23
9:00 AM-5:00 PM

- CDC Futures Initiative Update
- Introduction of New DLCs & New PHTN Steering Committee Members
- Round Robin Networking Activity
- Tour the Alabama Department of Health Ku-Band Satellite Uplink Vehicle
- Sharing/Networking Sessions by DLCs
Tentative Topics:
 - Curricula that Meets Public Health Preparedness Competencies
 - Marketing Strategies
 - Technology on a Shoestring
 - Learning Management Systems
 - Expanding Target Audience
 - Distance Learning Course Development
 - Building and Maintaining Partnerships
 - DLC Networking Dinner (6:30 PM)

SEPTEMBER 24
9:00 AM-12:00 PM

- Medical Education Metrics Standards (MEMS), Valerie Smothers, MedBiquitous Consortium
- Performance Management, Stacy Baker, Public Health Foundation
- Closing Keynote
2nd Annual Dennis McDowell Public Health Distance Learning Lecture - Mabel P. Phifer, Ph.D., Management Technology Associates, Inc., NASA Engineering Training Program, Alexandria, Virginia

LODGING

(Cut-Off Date is September 7)

- A block of sleeping rooms has been reserved at the:
Crowne Plaza Ravinia
4355 Ashford Dunwoody Rd
Atlanta, Georgia 30346
(770) 395-7700
<http://www.crowneplazaravinia.com/>
- **If you are the CDC-recognized Public Health State/ Metropolitan DLC and CDC is funding your per diem for the Summit, please indicate this when you register online for the Summit; please do not make your own hotel reservations. Your reservation will be made for you and Master Billed. All other individuals should make their room reservations and handle payment directly with the hotel at (770) 395-7700.**
- Please identify yourself with the "CDC Meeting" in order to obtain the group rate at the prevailing Government Per Diem (currently \$112 for 1-4 persons/room) plus tax (\$125.44, incl. tax). **The reservation cut-off date is September 7, 2004.**
- Check-in time is 3:00 p.m.; check-out time is 12:00 noon. A credit card or advance deposit is required to guarantee the reservation. Deposits are fully refundable if the room is cancelled by 6:00 PM the day of arrival.
- The group rate will be extended for all participants for up to 3 days before and/or after the Summit dates on a space available basis.

TRAVEL

If you are the CDC-recognized Public Health State/Metropolitan DLC and are not attending the 9/20-21/04 "Preparedness Education & Training: Where We Are" meeting (which will fund your round-trip travel) and need CDC to fund your travel to and from Atlanta for the Summit, please indicate this when you register online for the Summit. Please do not make your plane reservations. You will be contacted after you register with the process for making reservations.

GROUND TRANSPORTATION

Option #1 (highly recommended):

Atlanta Superior Shuttle leaves the airport every half hour outside at Ground Transportation at Portal C9. Cost is \$19 one way, \$35 round trip. For more information on shuttle service, call (770) 457-4794.

Option #2:

MARTA: MARTA is Atlanta's Public Transportation. You can reach the hotel by taking the MARTA Train from the Airport. Follow the signs to MARTA from the baggage claim area. It costs \$1.75 each way and you need to have the correct change or purchase tokens.

From the Airport, board the NORTH SPRINGS TRAIN. This train will bring you to the Dunwoody Station, which is only 2 blocks from the hotel. If you accidentally board the DORAVILLE TRAIN, you will need to get off at the Lindbergh station and board the NORTH SPRINGS train there. This is the last station before the trains each take a different route. Once you reach the Dunwoody station, please call the hotel for the **MARTA SHUTTLE or proceed to street level where the Ravinia shuttle runs every 12-15 minutes from 7am until 6pm.**

EXHIBITORS

CDC invites exhibitors to participate in the 2004 Public Health Distance Learning Summit. If you are interested in exhibiting, please contact Isabelle Howe, Graduate School, USDA, 202-314-4713.

Deadline for exhibitor registration is September 10, 2004.

Cost: 10 X 10' space - \$500; 20 X 20' space - \$750

Exhibit Schedule:

- *Move in:* Tuesday, September 21 from 5:30-7:30 PM
- *Exhibits open:* Wednesday, September 22 from 7:30 AM-5:00 PM
Thursday, September 23 from 8:00 AM-5:00 PM
- *Move out:* Thursday, September 23 from 5:00-7:00 PM

Sponsorships: In an effort to provide support for the success of this program, the Graduate School, USDA is accepting inquiries for those interested in providing sponsorship. Sponsorship categories include: conference tote bags and luggage tags. Sponsors will receive recognition in the final Summit program, signage at the Registration Booth, and an announcement of appreciation during the General Session. Please contact Sharon Barcellos at (202) 314-4714 if you are interested in providing support through sponsorship at this Summit.

REGISTRATION & QUESTIONS

Registration for the 2004 Public Health Distance Learning Summit is online this year! Go to <http://www.phppo.cdc.gov/phtn/default.asp>. For **registration questions**, call Sharon Barcellos, GRAD School, USDA, 202-314-4714. For **all other questions**, call Charlotte Duggan, CDC, 404-639-0535.

Preliminary Agenda-at-a-Glance

Tuesday, September 21

Pre-Summit

- 4:00-5:00 pm New DLC Orientation
An orientation to PHTN, the role of the state PH DLC, and the Distance Learning Summit. This session is especially for DLCs appointed since the 2003 Summit, but anyone who feels like they need a refresher is *welcome!* **(There is no separate fee for this session but you must register for it.)**
- 5:00-6:00 pm Networking Reception

Wednesday September 22

- 7:30 am Exhibits Open
- 8:30-9:00 Welcome
- 9:00-10:00 Opening Keynote - *Maximizing Distance Learning Instruction and Delivery: The Good, the Fast, and the Cheap*, Dr. Nancy Atkinson and Dr. Robert Gold, Public Health Informatics Research Laboratory, University of Maryland
- 10:15-12:15 Tentative Concurrent Competency-Based Sessions
- ♦ *Developing a Drills and Exercises Program: An Overview*
Competency: Needs Assessment
 - ♦ *Using Logic Models as a Platform for Program Planning and Evaluation*
Competency: Evaluation
 - ♦ *Looking Under the Hood: Selecting Quality eLearning Courseware*
Competency: Program Development and Delivery
 - ♦ *Distance Learning 101*
Competency: Program Development and Delivery
- 10:00-1:00 Concurrent Competency-Based Session
- ♦ *PHTN: Behind the Scenes* (lunch included)
Competency: Program Development and Delivery
- 12:15-1:30 LUNCH "ON YOUR OWN"
- 1:30-3:30 Concurrent Competency-Based Sessions (Same as 10:15-12:15)
- 1:30-3:30 Concurrent Competency-Based Session (Same as 10:00-1:00; lunch not included)
- 3:30-5:00 Visit Exhibitors

Thursday September 23

- 8:00 am Exhibits Open
- 9:00-10:00 CDC Futures Initiative Update
- 10:00-10:30 Introduction of New DLCs and New PHTN Steering Committee Members
- 10:30-10:45 Break
- 10:45-12:00 Round Robin Networking Activity
- 12:00-1:00 LUNCH and Tour the Alabama Department of Health Ku-Band Satellite Uplink Vehicle
- 1:00-5:00 Sharing/Networking by DLCs (formats include panel discussion, demonstrations, round table discussions, and presentations)
Tentative Topics:
- ♦ Curricula that Meets Public Health Preparedness Competencies
 - ♦ Technology on a Shoestring
 - ♦ Marketing Strategies
 - ♦ Learning Management Systems
 - ♦ Expanding Target Audience
 - ♦ Distance Learning Course Development
 - ♦ Building and Maintaining Partnerships
- 5:00 Exhibits Close
- 6:30 DLC Networking Dinner **(separate fee; registration required)**

Friday September 24

- 9:00-9:30 am Medical Education Metrics Standards (MEMS), Valerie Smothers, MedBiquitous Consortium
- 9:30-10:45 Performance Management, Stacy Baker, Public Health Foundation
- 10:45-12:00 Closing Keynote
2nd Annual Dennis McDowell Public Health Distance Learning Lecture
- ♦ Dr. Mabel Phifer, Director, Washington Office of The Management Technology Association (MTA)

